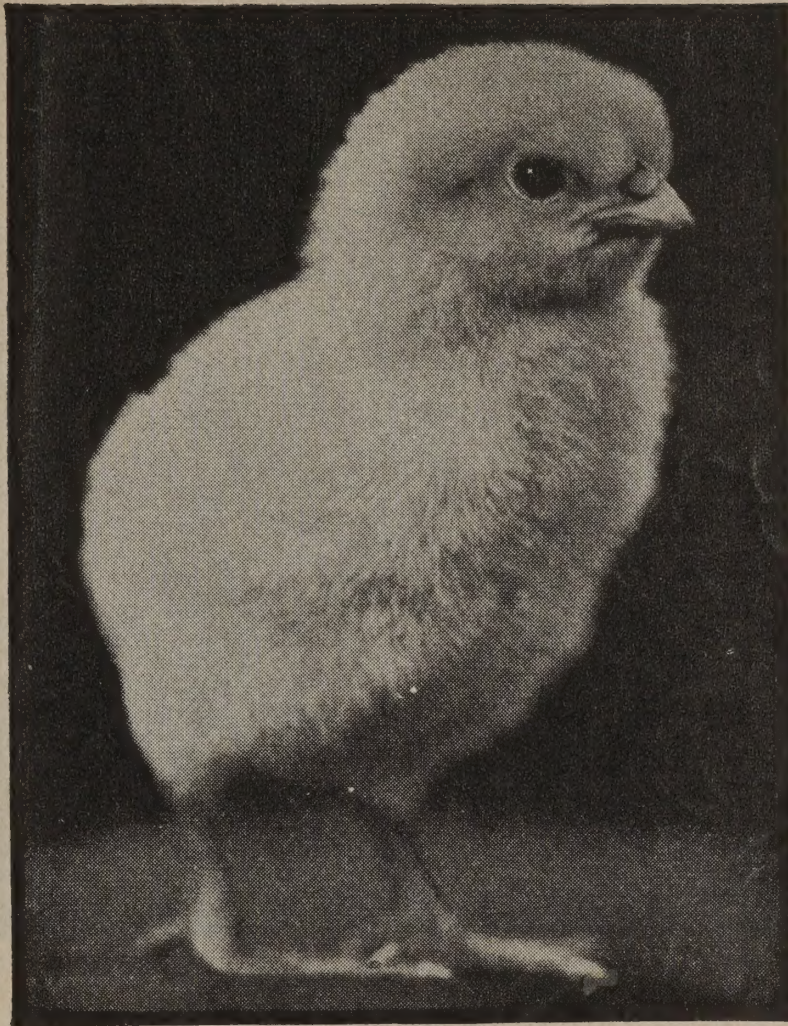




How to Raise and Care for **BABY CHICKS**

BY ELIZABETH K. CANFIELD



Fourth Edition

PUBLISHED BY BABY CHICK DEPARTMENT
THE BROWN FENCE & WIRE COMPANY
CLEVELAND, OHIO—MEMPHIS, TENN.



ELIZABETH K. CANFIELD

Before joining the Brown Fence & Wire Company Mrs. Canfield was active in the management of one of the largest hatcheries in the country for about ten years. She is thoroughly familiar with every phase of the baby chick business—from chick to pullet, from egg to egg-layer. She has specialized in helping the buyer of baby chicks, and has been of great service to thousands upon thousands who have sought her advice.

It is my hope that this little book will be of real help to my baby chick customers. I believe it contains the facts you want to know—just the things you would ask Mrs. Canfield if she were to visit your place. Read this booklet carefully, follow its advice, and I am sure you will be more successful than ever before in raising your baby chicks.

JIM BROWN

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CLEVELAND, OHIO

MEMPHIS, TENN.

Foreword

By Elizabeth K. Canfield



"Good Morning"

BECAUSE so many people have wanted my booklet about "Baby Chicks," it has been necessary to print this third edition. I have taken advantage of this opportunity of bringing to you many of the new ideas that have developed in chick raising, recently. I have given you only the most practical methods in use.

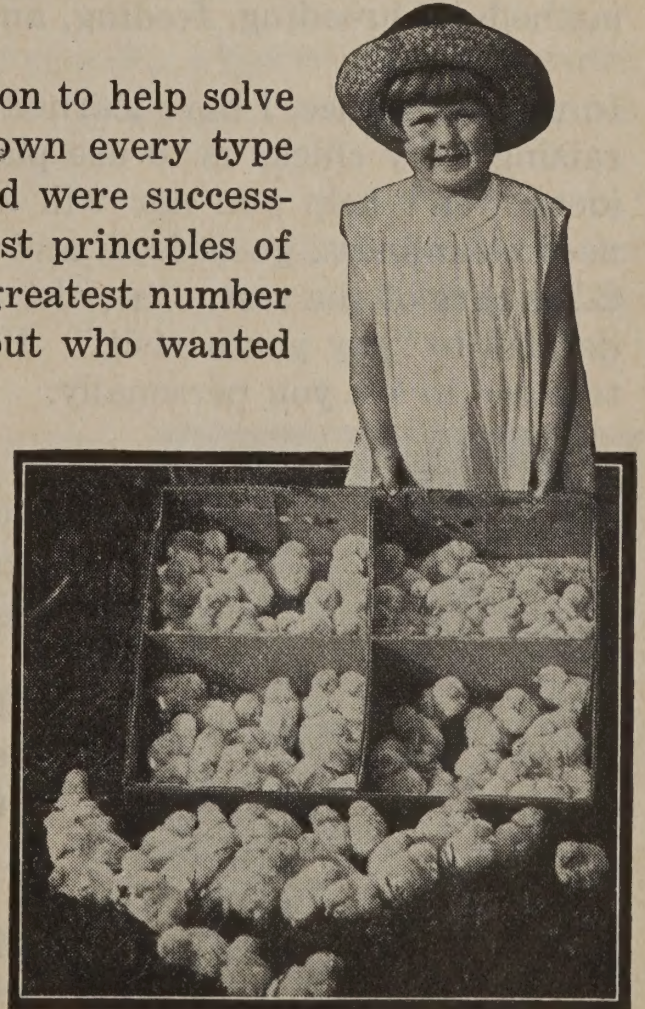
I have tried to do this without using high sounding words or technical information. I've made everything just as clear and plain as possible.

Remember, I do not "know it all," but there are certain principles of successfully raising Baby Chicks which I have learned from handling millions of them, and from my constant association with chick-raisers, hatcherymen, and breeders.

For years I was active in the management of one of the largest hatcheries in Ohio. This, of course, brought me in contact with hundreds of poultry-raisers.

Many, many times I have been called upon to help solve some baby chick problems. I have known every type of poultry raiser; some "knew how" and were successful, others did not seem to know the first principles of chick care and were failures, while the greatest number were folks who were fairly successful but who wanted to be even more successful.

I recall an instance when I was asked to go to see some baby chicks that were not "doing well." You can imagine my surprise when I was taken to an empty room on the second floor to look at the chicks. And, what was worst of all, there was no brooder. The chimney went up through that room and they "thought that would be enough heat." The temperature of the room was not more than 70° and they were trying to raise chicks in it! Of course,



Aren't They Dandies?

How To Raise and Care For Baby Chicks

the chicks were chilled and rousy but, after we got them thawed out and properly fixed, most of them pulled through all right.

Another time, a lady called and said her chicks wouldn't eat. Poor things, they couldn't. Their crops were filled with litter. After questioning I found they had been put into the brooder house a whole day before they were fed and as the house *was not darkened*, they proceeded to eat the litter. When the time came for their first feed, they didn't have any room for it.

But, it wasn't always sad stories that I had to hear. There was an instance where I drove 25 miles to see a man who had purchased 500 White Leghorns and at 3 weeks of age had 498 chicks. I went just to see "how he did it." It wasn't hard to tell. He was properly equipped and was using "common sense" in handling chicks. His poultry houses were spick and span, and well ventilated. His chicks were properly fed, watered and warmed.

I have seen millions of chicks hatched under ideal conditions; the best that science has made possible. I have followed thousands upon thousands of those chicks every step of the way, from the time they were hatched until matured. I have sorted, culled, packed and shipped baby chicks for years. I have also spent years experimenting, testing, and studying various methods of brooding, feeding, and general care of chicks.

In my experience, I have learned that the most important rule to follow in raising baby chicks is to use plain common sense. A lot of new-fangled ideas won't help you nor will some of the old-fashioned ideas. Chicks need cleanliness, good food, and warmth, just as any baby does. Nature takes care of the rest. In order to bring my experiences "home to you," I decided to "pay you a visit." Here's about what would be said if I were to come to see you personally.

* * * * *



Look Pleasant, Please!

"Good morning, Mr. and Mrs. Poultry Raiser, I just dropped in to see if you are ready for your Jim Brown Chicks."

"Fine! Mrs. Canfield, we're glad to have you. Shall we take a walk out to the brooder house?"

"'Brooder house?' That's good news. I'm glad to hear you have one. You know, so many people are not really equipped to raise chicks on a large scale and yet they try it

How To Raise and Care For Baby Chicks

and wonder why they don't get results. They may have 'good luck' for a while but a stone jug or any other makeshift heating arrangement certainly doesn't keep a high enough or even enough temperature for brooding baby chicks."

"You're surely right, Mrs. Canfield, we tried to raise our first White Leghorns back of the kitchen stove and maybe you don't think we learned our lesson! We got up one morning to find the fire out and the poor chicks all piled in a corner and we lost nearly all of them from roup, pneumonia, flu, bronchitis or some other condition caused by being chilled. Right then we said we'd fix a proper place before we tried to raise any more chicks. That's the reason we have a brooder house now."

"Yes, it stands to reason that a room temperature warm enough for little newly hatched chicks, would certainly be very uncomfortable for human beings, and a low or uneven temperature is hard on chicks. It is unfortunate that you had to learn by such an unpleasant experience. You see it is for that very reason I am anxious to tell poultry raisers what I have learned about chicks, so that they may benefit by my experiences and not have losses like yours."

"Well, here's my house. What do you think of it?"

"I like your location very much. It's dry and the windows face the south, that's good. But, what about the ground? It looks bare and hard and as though chicks had been raised there before."

"Well, yes, they have. But, what can I do about it? When we built the brooder house, we made the mistake of not putting it on skids; it really would be an awful job to move it now."

"It would have been better if you had made it movable, but since you didn't, the best you can do is plow up the ground around it, treat it with lime or acid phosphate and sow a quick growing crop there. It will then be in better condition than it is now."

"A fine idea! That's just what I'll do and thanks a lot for the suggestion."

"Your house is high enough, has head room enough to work in comfortably and I can still smell disinfectant. That's fine, keep things



"Keep Me Husky and Healthy"

How To Raise and Care For Baby Chicks

clean. Spray thoroughly and often—it is a good investment. Your brooder stove is going, I see! Three or four days should be enough to get the house thoroughly warm and dry and to make sure the stove is running properly.”

“Mrs. Canfield, what temperature should I keep that thermometer?”

“Just the same as you will when you first put the chicks under the hover, about 95°. Hang the thermometer at the edge of the hover, 1 inch from the floor. Now, let’s check your supplies. I see you have peat litter on the floor. I think that is as good as any. The important thing to remember is that *any* litter must be *clean, fresh and dry*.

“The same thing applies to that sack of feed there in the corner. It doesn’t matter so much what *brand* you use, just be sure it is a good, well balanced ration and is fresh. You were wise in buying 100 lbs. It’s cheaper that way and saves time in the end. Now I would suggest you take that bag of feed out of your brooder house and store it some place close by. It will become moldy very soon if left in here.

“Have you enough feeders and water fountains? About one small feeder and 1-qt. fountain to every 25 chicks would be about right. A small bag of grit and some cod-liver oil and that’s all you’ll need for the first 3 weeks if you continue in the careful way in which you have started.

“I have one more suggestion to make, while we are in the brooder house. Your house is large which will be fine for your chicks when they are a little older. Right now, however, I would get some wire, 1½-in. mesh about a foot high and make a circle about the hover at least 2 feet away. This will keep the chicks near the heat and out of the corners and the space can be enlarged as they learn where the source of heat is.



See What I Have!

“And now, Mr. Poultry Raiser, I think you can truly say that you are ready for your Jim Brown chicks.”

“Thanks a lot for your help, Mrs. Canfield, but won’t you come into the house and tell my ‘good wife’ and me more about chicks and what we must do when they arrive?”

“I will with *pleasure*.”



Peppy Youngsters

When The Chicks Arrive

If it is at all possible, go to the Post Office and get your chicks. This is very important if you live near the end of your rural route, if the weather is bad, or if the carrier uses an open car. Please remember, that when your chicks leave the hatchery, every one of them is strong and husky.

Caution After they have had a drink, feed the chicks at once, but *Do Not Feed Too Much At A Time*. I'll tell you why. Just before the chick is hatched, the yolk of the egg is absorbed into the system. This is "mother nature's" provision for part of the chick's feed until it is strong enough to help itself. Many poultry raisers make the mistake of overfeeding. Read carefully the paragraph on "How To Feed."

Rest Necessary "Mother Nature" intended that the baby chick be very quiet until it has become adjusted to this great big world of ours. It is, therefore, a good idea to put the chicks under the hover *but keep the room darkened* except during feeding time, for a day or two. Human babies need lots of sleep the first few months and baby chicks need rest the first few days. A darkened room also prevents the chicks eating the litter.

Feeding

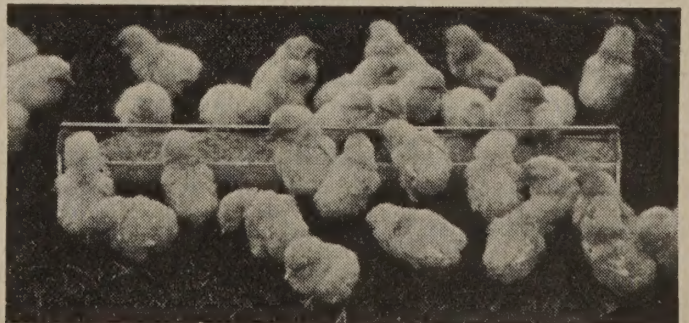
What Must Be Accomplished

There are two things that you must keep in mind when feeding baby chicks. First, you want to *make them grow*, so *don't skimp on feed*. Feed regularly, but NOT TOO MUCH AT ONE TIME, for the first two days. Second, you want to *raise as many chicks as possible*—so be careful *what you feed and how you feed it*.

The First Drink



The first things these little orphans will need when they have been made comfortable in the brooder house is a drink. Warm the water just enough to take the chill off it. If they do not drink readily, show a few of them how by dipping their beaks in the water. The rest will soon "catch on."



Feeding Time

(See Jim Brown's Catalog For Complete Line of Poultry Supplies)

How To Raise and Care For Baby Chicks



Modern Hopper Sold by Jim Brown

Keep Them Dry Be very sure that the water is in proper containers and so placed that none of the babies get wet. This can be done by putting the fountains on trays of gravel or trays covered with hardware cloth,

about 2 inches off the floor. Water is good for chicks but *only on the inside of them!* They are now ready any time for their first feeding.

What To Feed

No matter what you have always fed, if you have had *repeated* success with *your* method, *stick to it!* There are as many ways of feeding baby chicks as there are people who do the feeding and if your method has always been successful, there is no particular reason why you should change it. Some people feed commercial feeds and some very successful poultry raisers start their baby chicks on "home mixed" feeds.

For those who are raising chicks for the first time or who wish to change their past methods, I believe a good commercial dry mash will be the most satisfactory. It saves time and work and is always a well-balanced feed. If it contains the correct quantity of Cod-Liver Oil it is not necessary to add any, as described on page 9.

How To Feed

It is a good idea for the first few times to spread the mash on papers where the chicks can learn more easily how to eat. Give them only as much as they will clean up in 10 or 15 minutes. For the first 3 days, they should be fed 4 or 5 times a day. After the first day, the feed may be put in trough feeders. This is much more economical and sanitary than scattering it about.

It is absolutely necessary to have sufficient space at the feeders so each chick has a chance to eat. Allow one inch to each chick; thus, one, 12-inch feeder has room enough for 24 chicks (12 on each side). Allow 1-qt. fountain for water or milk to each 25 chicks. Leave the feed troughs in the room only 15 minutes at a time but *feed regularly*. It is very important that these little babies be on a definite schedule, just the same as human babies. Many baby chick troubles result from allowing chicks to get too hungry and then allowing them to eat *too* much. After the third day, dry mash can be left before them all the time. Keep the supply fresh, clean and appetizing and keep the feeders full.

Scratch Grain

After the first three weeks, scratch grain can be added to the menu. Not too much at the start. Use about 1 part scratch grain to 9 parts of mash. The scratch grain can be fed three times a day. It is best at first to scatter it on the floor. A clean, flat board makes a good table. It is more sanitary than feeding it in the litter, and still gives them the opportunity to scratch for it and get the exercise. The quantity of grain can be gradually increased until at 8 to 10 weeks they are getting as much scratch grain as mash. At this time scratch grain may be fed in feeders the same as the mash.

How To Raise and Care For Baby Chicks

Milk Milk in some form is necessary. Milk is Nature's most perfect food. It contains not only the tissue building foods but the bone building minerals so essential to sturdy frames. Begin using it about the 4th day. If you have sour milk available, use it, but don't change from sour to sweet. Whatever form you use, sweet milk, sour or buttermilk, *stick to one kind*. Sour milk should not be put in metal containers. Use crockery ware. If sweet milk is used it must not be left in the brooder house long enough to become sour.

Green Feed After the chicks are a week old, some green feed should be given. A small amount at first, then, when they have become used to it, feed twice a day. Lettuce, cabbage, chopped alfalfa and sprouted oats are all very good. Be sure the green feed is cut fine enough for the chicks to manage. Green feeds contain certain vitamins needed for growth.

Cod Liver Oil If your chicks cannot get out-of-doors because of weather conditions, you can give them a very good substitute for the direct rays of the sun. Cod-Liver-Oil has been called "Bottled Sunshine" by a prominent baby specialist. The vitamin D which it contains makes little bones grow and strengthens legs. Don't wait until your chicks begin to wobble and develop "leg weakness," before you begin to use Cod-Liver-Oil! Have a supply on hand at the start. Mix with feed after the first week. Be sure you buy a good, tested brand. Keep it tightly sealed and in a cool place. Do not mix too large a quantity at a time, not more than two weeks' supply, as Cod-Liver Oil loses its value after standing too long.

How To Mix Cod Liver Oil With Feed

The easiest way to mix the oil with the mash is to take 1 qt. (2 lbs.) of oil, mix with $\frac{1}{2}$ lb. of charcoal and then mix with 98 lbs. of feed. The proportion of oil to use is 2%, if you wish to mix smaller quantities. As an example—One pint of Cod-Liver Oil is considered one pound (sixteen ounces). Use 2 pints to 98 pounds of feed; 1 pint to 49 pounds; $\frac{1}{2}$ pint to 24 $\frac{1}{2}$ pounds; $\frac{1}{4}$ pint (4 ounces) to 12 $\frac{1}{4}$ pounds; 1 ounce to 3 pounds. If you do not have an ounce measuring glass use a tablespoon (not a soup spoon). Two tablespoonfuls is considered one ounce. In case any chicks show symptoms of leg weakness, due to neglect of giving Cod-Liver Oil early enough, they may each be given separate doses of 1 or 2 drops with a medicine dropper. Remember, however, that "An Ounce of Prevention is Worth a Pound of Cure."



Provide Plenty of Water Fountains for the Chicks

Brooding

Just as people living in crowded tenement districts are subject to all kinds of diseases, so chicks kept in close, uncomfortable quarters cannot thrive and mature as rapidly as those with ideal brooding conditions.

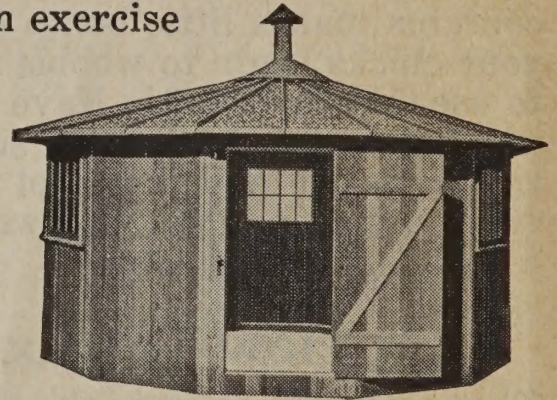
Size Of Brooder House

If you are efficient in handling large numbers of chicks, a good rule to follow is: to 1-sq. ft. of floor space put 4 chicks, if they are a light weight breed such as Leghorns; put 3 only, if a heavy breed such as Barred Rocks. If you have never raised chicks before and if you are planning on raising 300 chicks at a time, build or buy a brooder house large enough for 500 chicks, about 125 to 150 square feet of floor space—then put 300 in it. That is the surest way of keeping them from being crowded. Crowding causes disease. If you are raising chicks with hens, the same rule holds good. Some people put 20 or 30 chicks with a hen, but 15 is enough. Don't overcrowd. When building the house, be sure there is plenty of head-room for yourself so that caring for the chicks is a *pleasure*. A two-room arrangement is very satisfactory. Chicks can exercise in the cooler room.

Have Brooder House Dry And Well Ventilated

It is impossible at this time for me to go into detail of construction of brooder houses and ventilation. I would suggest however that you send to the Bureau of Animal Husbandry, Department of Agriculture, Washington, D. C., for their pamphlet, "Poultry Houses and Fixtures," Farmers' Bulletin #1554. This includes details of design and construction of Brooder Houses. Or if you do not care to build, you can purchase a ready made brooder house from Jim Brown at an exceptionally low price.

The brooder house must be constructed so that it has plenty of ventilation but no draft. Above everything else, it must be dry. Chicks do not sweat as animals do but breathe out the excess moisture. If the air about them is damp and already filled with moisture, they are unable to breathe freely. A constant circulation thus aids in removing this damp air and makes healthier chicks. Your brooding house should be *comfortable* at all times and in all seasons.



Semi-Round Type of Brooder House



"Take Care of Your Chicks and They Will Take Care of You"

Sanitation, The Enemy Of Disease

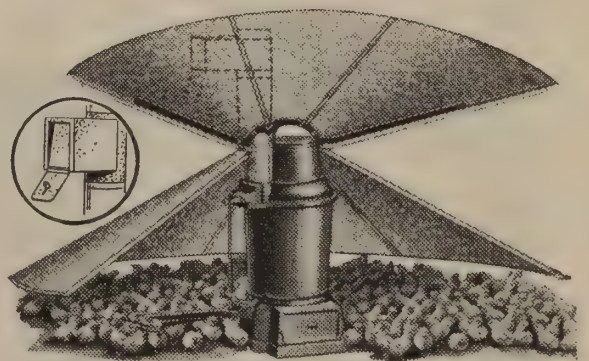
Next to comfort, sanitation is most important. Inside and out the brooder house *must* be clean. Much trouble comes from raising chicks on soil that has been used the year before for raising chickens or from permitting little chicks to run with older stock. Use plenty of fencing to keep them separate. Keep your baby chicks by themselves. As to the inside of the house—keep it as clean as disinfectants and paint will make it. Lye and cresol are both very good, but Jim Brown sells a “Spray Disinfectant” that is so much easier to use. Only one pint mixed with five gallons of water makes five gallons of excellent spray. Jim Brown “Spray Disinfectant” not only contains germ killing properties but it can be used safely around the baby chicks as it contains ingredients that act favorably on the breathing passages such as Eucalyptus and Camphor Oils. Be sure to scald the drinking fountains at least *once a week* and dip in Jim Brown Spray Disinfectant.

Move The Brooder House Each Season

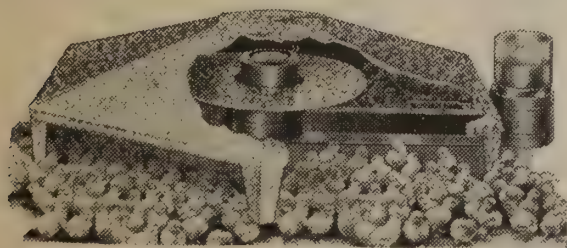
A good plan, if your brooder house is movable, is to set aside two plots about 1 acre each, then raise your chicks on one place one year and move the house to the other plot the next year. You can thus raise some crop each year in one field and know that the soil is sweet and clean for your chicks each season. Never raise chicks on bare ground.

Brooder Stove

When selecting a brooder stove be sure you get a good one. It doesn't matter greatly whether it is heated by oil, electricity, or coal, just as long as it is dependable at all times. Don't hesitate to get up a time or two for the first few nights to see if the temperature is all right. One chilling or over-heating can cause a terrific loss. The main thing is to keep the temperature even. Get a good stove in the beginning and save yourself work and worry. Temperature should not vary more than 10° over night and the stove should hold fire 12 hours. The temperature the first three weeks in most



Coal Burning Brooder



Oil Burning Brooder

cases should be 95°. Of course, much depends on the style of the brooder stove, position of the thermometer and the weather. An accurate thermometer suspended from the edge of the hover near the floor should register 95°, but you can soon tell when your chicks are comfortable. If you will listen they actually tell

you by chirping when they are contented; and when they settle down for bed they should form a circle around the outside edge of the hover. They

NOTE: See Jim Brown's Catalog For Bargains In Brooders, Poultry Supplies, etc.

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look like a downy mat, as they are close together, yet not piled upon each other. If necessary, help them by placing the stragglers in the circle until they learn where to go.

Reducing The Temperature

After three weeks old, if the weather permits, decrease the heat about 5° each week until the temperature is down to 75°. A little later heat need be used only at night but do not discontinue it entirely until chicks are nicely feathered.

Roosts Chicks should be taught to roost at an early age—6 to 8 weeks. Roosts can be used at first which are low and sloped up. The chicks on the lower perches gradually crowd the others higher. Chicks grow faster and feather out better on roosts than on the floor.

Guard When very young, chicks must be trained to stay close to the hover and learn where the heat is. A board or wire enclosure (wire is easier to handle) 12 inches high, (18 in. for leghorns) should be placed around the hover at a distance of about two feet. This will prevent chicks straying too far from the heat at night or piling up in the corners of the brooder room. The space can be made larger gradually and finally removed, but you *must* have this protection in the beginning. During the daytime the enclosure can be made larger to make feeding more convenient but place the wire closer at night until you are positive the chicks know where the heat is.

If the floor is at all drafty, burlap can be used to cover the wire, thus making the “bedroom” snug and warm.



Comfortable Quarters Are Essential!—For Chicks As Well As for Grown Stock

Advantage Of Night Light

A 10-watt lamp left burning all night will help to keep the chicks from crowding. It also enables the weaker babies to find the feeders (when you have started leaving the mash before them at all times, after third day.) Thus, the smaller ones can increase their growth by having a little "supper" after their strong, ill-mannered brothers have gone to bed. One feeder placed inside the wire-guard will serve this purpose.

Litter Whatever you choose to use for litter must be kept clean and dry. It is the chick's bed and at no time should it be damp. If it becomes damp shortly after putting it in the house, check over your ventilation. Avoid spilling water. Wet feet cause a great deal of trouble, why not prevent them? If you use alfalfa, be sure it is *not moldy*. Sand is good. Peat Moss though more expensive in the beginning is cheaper in the end, as it does not have to be changed. Spread the litter about 2 inches deep.

Get Chicks Out Of Doors Chicks, as well as humans, need fresh air, so just as soon as the weather is mild enough, get them out on the ground. Do not let them out in the morning until the grass is dry. If they are well protected, they can be let out in cold weather. Use your good judgment. Of course, they must be fenced in so that they do not stray too far away. And, be sure that they can get back into the house easily. A mound of earth at the doorway will help. Don't let them stay out too long at a time. Watch them carefully. You can tell if they are warm enough and comfortable by looking at them and don't forget to *listen to them!* *Never let little chicks run on ground that has been or is being used by older chickens.* The danger of disease (coccidiosis, worms, etc.) is very great and success or failure can often be traced to whether fresh or contaminated ground was used.

A point upon which I wish to caution you is as follows: During the growing period, if, even though you are feeding well, you notice a lack of vitality and your birds are not as large as they should be for their age, it is a very good idea to "Worm" the entire flock.

Jim Brown sells a mighty good worm tablet that contains the correct dosage of both nicotine (for large round worms) and Kamala (for tape worms). The tablet is creased in the center so that you can use a half tablet for pullets up to two pounds and a full tablet for adult stock. I do not know of another tablet made that is so effective as this one. You will be pleased to see the improvement in your flock almost at once after using Jim Brown Nicotine Kamala Tablets, in case your flock needs worming.

Disease Prevention

Most baby chick troubles are the result of improper feeding or improper brooding. The actual number of things that can happen to chicks are very few. Diarrhea, Roup and Bronchial trouble, Worms, External Parasites and bad habits are the most common ailments.

It is not necessary to be a veterinary in order to keep chicks healthy, just be careful. Nor is it necessary to know every symptom to tell when a baby chick is sick. If you *watch* your chicks closely and *listen* to them; when you notice any trouble take care of it *at once*. Jim Brown field tested Remedies will prove to be most effective.

I do not want to scare you or worry you with a lot of talk about sickness. However, I am going to tell you just a little bit about baby chick troubles. It is more important that you know what to do to *keep your chicks well* than it is to know what to do for them when they are sick.

You cannot be a Doctor for your baby chicks any more than for your own babies but you can try your best to keep them healthy. Disease can be avoided much more easily and cheaply than it can be cured.

Common Sense If you use common sense, don't go to extremes, just use the good judgment you have, they will come along all right, in the majority of cases. It is natural and normal for a chick to live and grow—and given half a chance he'll prove it.

Don't neglect your chicks, but, on the other hand, don't be *too good* to them. Overfeeding is as bad as underfeeding when chicks are very young. When you don't feed enough, a chick doesn't grow as fast; and, when you feed *too much*, it clogs up his digestive system and he can not stand the punishment.

Over-heating, likewise, is as bad as chilling. If a chick is over-heated, he becomes weakened and is then ready for any germs that come his way. Crowding is also one sure cause of disease. Just watch them carefully day and night too, if you have any reason to believe things are not all right. Learn to listen for their contented chirping.

Baking Soda When, in spite of your good care, a few appear unhappy and peep loud and shrilly or just don't peep at all, give them a drink of water in which a little baking soda has been dissolved.

A teaspoonful to a pint of water is the correct proportion. That will usually set them right again. If, however, you have a chick that really is sick, separate him from the rest at once. Do not take the chance of exposing the entire lot. If any serious sickness develops, call a veterinary.

Always Remember — an Ounce of Prevention is Worth a Pound of Cure



"Keep Us Healthy"

How To Raise and Care For Baby Chicks

White Diarrhea White Diarrhea in chicks is nearly always due to some mistake in care or feeding but, having found the mistake and corrected it, there is not much danger of your losses being heavy. Remember, *very few* cases of white diarrhea are of the dreaded bacillary type, so, don't be alarmed if your chicks' digestive organs are not functioning properly. A dose of castor oil (a drop or two given with a medicine dropper) will usually cure the affected chicks. Keep them warm and dry and use Jim Brown Chick Intestinal Astringent Tablets in the drinking water. These tablets aid in warding off intestinal disturbances that are very often spread through contaminated drinking water.

Lice If, in spite of your precautions, you should find lice in the brooder house, or on the chicks, spraying will get rid of them in the house. Use Jim Brown Chicken Louse Liquid and spray thoroughly. Force the spray into cracks and crevices to get rid of the lice and red mites. Dusting powder can be used on the chicks. Make your own dusting powder then you will know it is of the correct strength to do a good job. Buy some Iodium Fluoride at your drug store. Mix it one part with three parts of road dust or flour and apply by the "pinch" method—just a pinch on the neck, breast, head, back, below the vent, on the tail, on each thigh and under each wing. When the birds get feathered out good you can use Jim Brown's Chicken Louse Liquid which is much more economical and far more effective. It kills lice by contact and by fumes discharged and cannot be shaken off like powder. If you have disinfected thoroughly in the beginning you need not fear lice or other parasites.



A Typical
Healthy
Chick

Bronchial Troubles Bronchial troubles usually arise from dampness (causing common colds, roup, pneumonia, catarrh, bronchitis, flu), and mold, found in damp litter, or dusty litter (causing brooder pneumonia). So keep the litter fresh, dry and clean, and you will have no cause to worry about this trouble. But if you do have trouble and some of the chicks look "roupy" take care of the trouble at once as this condition spreads rapidly. Get some of Jim Brown's Chick Vapor Inhalant. All you do is pour a half teaspoonful on top of boiling water. The chicks breathe the medicated fumes that contain such cold relieving elements as Eucalyptus, Pine Wood and Camphor Oils. This acts just like nasal inhalants humans use. For birds old enough to stand spraying (after they are full feathered) you can use Jim Brown's Poultry Vapor Mist with excellent results against roup, colds and other respiratory tract troubles.

Bad Habits

The principal cause of chicks forming bad habits is just the same as with humans, "not enough to do to keep them out of mischief." Keep them busy and don't overcrowd them.

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Toe Picking

So many people write and ask about "toe picking" or "Cannibalism." This is not a disease but just a bad habit. It may get started by a chick pecking at some feed on another chick's foot. If blood is drawn the little sharp eyes of others see it and begin to investigate. Once several have tasted blood, cannibalism is easily started. Your job is to watch your chicks closely so that when any toe pecking starts, you can remove the chick that has been injured and prevent more serious results.

Other forms of the habit are feather-pulling and pecking at the flesh around the vent. The latter habit, if not stopped at once, will result in heavy losses.

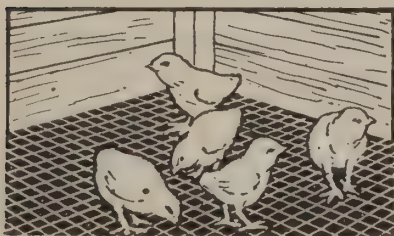
Occasionally, unbalanced rations will be the cause of cannibalism, but more often it is due to close crowding and inactivity.

There are several methods of stopping this trouble. If only one or two have the habit you can carefully trim about $\frac{1}{8}$ of an inch off the end of the upper part of the bill. This will prevent the chick hurting others but will do no harm to himself as he will still be able to eat his feed.

If the trouble is more general the windows of the brooder house may be painted with red paint. This makes the blood on the chicks appear gray and thus the chicks do not notice or continue to peck at a bloodspot. But this darkens the brooder house so that the chicks are not as active as they should be. In addition to this, there is still another method. Jim Brown has an End Pick Ointment which is very good. This is red in color, and bitter tasting to the chick, and, when applied to sore raw places, not only discourages the pecking habit but aids in healing.

When you have successfully stopped this habit, see that they have something to do to "keep them out of mischief." Tie some green stuff to a string and suspend it so they will have to jump to reach it. This also gives them good exercise.

Getting your chicks out of doors will also do them a lot of good. Don't worry over your chicks. Use common sense and it won't be necessary.



Jim Brown's Wire Cloth in Use

Advantages Of Wire Floors

Wire has been used very successfully on the floor of brooder houses to prevent spreading of disease. A layer of wire is used above the solid flooring which keeps them from their own droppings. This false floor is usually made in sections so that it is more easily taken out to be cleaned. Some people also use this method on platforms out of doors and it has, in general, proved successful. Unless, however, you have had large losses in the past due to Coccidiosis or other diseases, the using of litter in the brooder house should be continued. A baby chick loves to scratch about, and ground or litter is the best place to get that kind of exercise.

Important Points in Care and Feeding

Age	Feed	Care
as soon as they arrive to 3rd day	A lukewarm drink of water. Feed sparingly. Dry mash fed 4 or 5 times. Spread on paper or flat surface. Allow 10 or 15 minutes for one feeding until 3 days old.	Have everything disinfected before chicks arrive. Use Jim Brown Spray Disinfectant liberally. Keep brooder temperature constant at 95°. Start the stove 3 to 4 days before chicks arrive.
4th to 7th day	Mash before them at all times. Grit in some form. Milk. Sour milk is preferable.	See that chicks have plenty of room. <i>Avoid overcrowding.</i> Keep temperature at 95° F.
2d and 3d week	Mash in hoppers before them at all times. Grit, green feed such as lettuce, cabbage or sprouted oats. Cod-Liver-Oil mixed with feed. See instructions. Feed milk regularly.	Feed regularly: Much depends upon this. Get chicks out-of-doors as soon as possible. Clean everything in brooder house at least <i>once a week</i> . Decrease brooder temperature 5°.
3d to 10th week	Mash in hoppers. Keep supply fresh. Scratch grain. Proportion: 1 part, to 9 parts mash. 3 times a day. Grit, green feed, milk regularly. Increase scratch grain until at 8 or 10 weeks they are getting half mash and half scratch. If on range, feed both from feeder troughs.	Be sure there is plenty of room at the feeders as the chicks grow larger, so that every chick has a chance to <i>eat</i> and <i>grow</i> for you. Put roosts in brooder by the 6th or 8th week. Do not decrease heat too fast. 5° per week until 75° is reached.

Care And Feeding After The Brooding Season

I have gone into detail to tell how to raise chicks up to 10 weeks of age which is the most critical period in a chick's life. After you have them past this point and when the brooding season is finally over, *do not discontinue the good care you have given them right along.*

When your chicks no longer need artificial heat there are several things you must watch.

1. They must have plenty of room; remember they have been growing steadily. If the house no longer accommodates them, separate the cockerels from the pullets to make more room.
2. Keep feeding a balanced ration; don't skimp on feed if you want your birds to mature quickly and develop fully.
3. Continue sanitary measures for the prevention of disease. Neglect of these 3 necessities may not cause mortality but the care and attention that the chicks receive throughout the entire growing period will largely determine the profits you will make from your eggs and poultry.
4. If you want to get eggs, you must provide your pullets with plenty of egg-making material. Trying to "get something for nothing" is only false economy. Feed sensibly.

About Odd-Colored Feathers

There is one point about your growing birds that you should know (especially if you are raising a certain breed for the first time), which will save you unnecessary worry. Baby Chicks, as a general thing, *do not* resemble the matured fowl. Often people become needlessly alarmed when odd-colored feathers appear on their growing chicks. Remember, chicks get several sets of feathers before fully developed and it is not until they are full grown that you can tell what their real appearance and coloring will be.

What Breed Shall I Buy?

There are four classes into which our most popular breeds are divided. The American class includes such breeds as the Barred Plymouth Rock, Rhode Island Red, White Wyandottes and Jersey Black Giant. These birds are the most popular for production of eggs and meat. They lay brown eggs.

The Mediterranean class to which belong the Leghorn, Minorca and Ancona are very good layers but can also be used for other purposes. The eggs of this class are white-shelled.

The English class gives us the popular Orpington which is excellent for eating. The eggs are brown.

The Asiatic class has as the best known breed the Brahma which is primarily a table fowl and lays brown-shelled eggs.

Barred Rocks

Barred Rocks originated in New England in 1850 and are now one of the most popular breeds we have. They are good all year layers, mature early and have plump heavy bodies that make them fine for eating purposes. The skin is a rich yellow color. Barred Plymouth Rocks are hardy and easy to raise. They make excellent mothers. While the grown stock is heavily barred with black and white, the baby chicks are solid black with white spots on head and wings and cream colored under body. They are active, husky, little fellows and deserve the popularity they have won. Standard weights are: cock 9½ lbs.—hen 7½ lbs. Color of eggs: brown.



White Rocks

White Rocks have the same general characteristics as the Barred Rock. The principal difference is in the plumage which is white as the name indicates. White Rocks are not as common as Barred Rocks and are usually a little higher in price. If you want a plump, meaty fowl with yellow skin for table purpose and one that will also fill the egg basket, the White Rock is a good bet. *Please, remember!* White Rocks when newly hatched are not always white. Some will be very smoky colored and strange as it may seem, when matured, these have the whitest and most beautiful plumage. Standard weight: cock 9½ lbs.—hen 7½ lbs. Color of eggs: brown.





White Leghorns

White Leghorns are probably equally as popular as some of the heavier breeds, belonging to the American class. Leghorns have been aptly called the "Business Hen of America." This breed originated in Italy but, because of its marvelous egg laying ability, has been chosen as the leading egg layer in many countries. While because of their smaller size, they are not generally known as table fowl, the meat is full flavored and juicy. They mature quickly, cockerels often being ready for market in 8 to 10 weeks and the pullets lay at five or six months which is much earlier than the average.

Another reason why Leghorns are so popular is that with *less* feed, they lay *more* eggs than heavier breeds. The large white eggs laid by the Leghorns are the standard of the New York egg market and are always in demand.

The baby chicks' feathers are not pure white but more of an even light lemon color. Even as baby chicks they are busy and active, and extra precaution has to be taken to keep them where you want them. Because while maturing they are smaller in size, more can be housed in smaller quarters than of the heavier breeds.

Weight: cock 5½ lbs.—hen 4 lbs. Color of eggs: white.



Brown Leghorns

Brown Leghorns are the oldest member of the Leghorn family. It was from this breed that the other breeds were derived. But that is not the only reputation he enjoys. Brown Leghorns have all the splendid qualities that White Leghorns have. The baby chicks are brown with light stripings down their backs which makes them look like little chipmunks. This protective coloring is very good to have if you are annoyed by hawks, as the chicks look very much the same as the ground.

Standard weight: cock 5½ lbs.—hen 4 lbs. Color of eggs: White.

Buff Rocks

Buff Rocks, the other member of the Plymouth Rock family, are just the same shape and size as the White and Barred Rocks. They, too, mature early and are hardy birds. They are very well liked by those who want a double purpose breed. The baby chicks, as well as the grown stock, are a beautiful golden buff and the chicks have yellow legs. All of the Plymouth Rocks have single combs, combs that stand upright and are very perky looking.

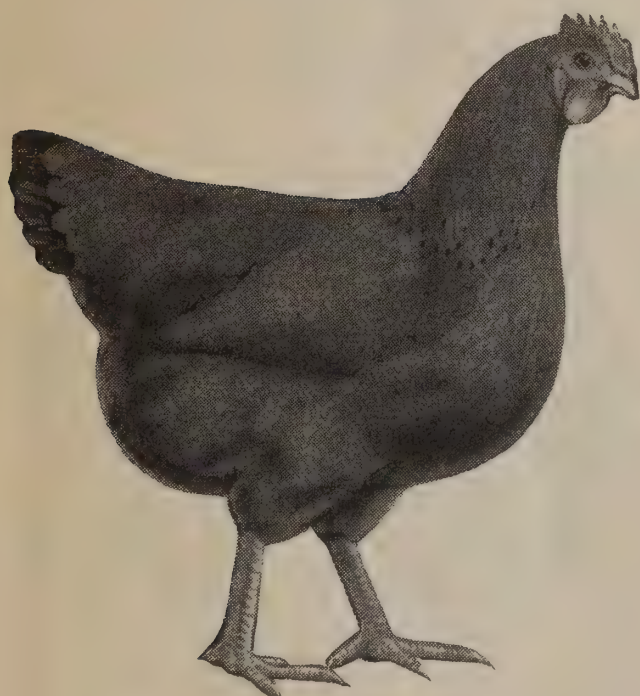
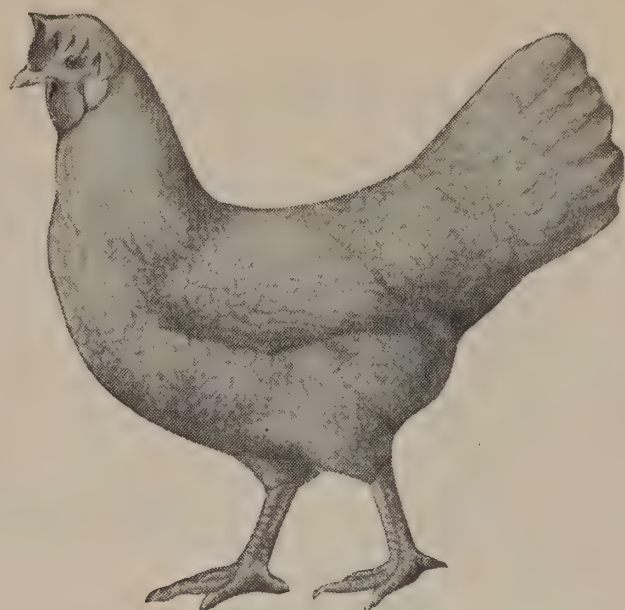
Standard weight: cock 9½ lbs.—hen 7½ lbs. Color of eggs: brown.



Buff Leghorns

Buff Leghorns are the same splendid layers as their differently colored relations. Their beautiful single combs are so large that they fall to one side of the head and give them a jaunty appearance. The baby chicks are a light buff color and are eager, active youngsters.

Standard weight: cock 5½ lbs.—hen 4 lbs.
Color of eggs: White.



Rhode Island Reds

The Reds belonging to the American class are a double purpose bird. Because of their size they are splendid for eating and the large brown eggs are the standard of the Boston, Mass., egg market. Reds are wonderful winter layers which means more eggs when prices are at the top. The beautiful, dark, red mahogany plumage is very well liked. There are two varieties of Reds, Single and Rose comb. The birds are alike in size, color, shape, in fact, everything except comb. The advantage of the rose comb is that because of its flat, compact shape, it will not freeze as easily as the upstanding single comb. For this reason the rose comb

Red is sometimes preferred in localities where the weather is unusually severe. The baby chicks are very hardy and mature rapidly. Nothing is prettier than a box of fluffy, red, baby chicks.

Standard weight: cock 8½ lbs.—hen 6½ lbs. Color of eggs: brown.

New Hampshire Reds

New Hampshire Reds are the result of special breeding work done in New England with the Rhode Island Red. In breeding this variety more care and attention were given to characteristics of high egg production, early maturity and rapid growth rather than to color and other demands of the show room. Thus the New Hampshire Red, while not necessarily a beautifully colored bird, is a decidedly useful one.

New Hampshire Reds are now considered a breed by themselves. The principle differences that make this breed easy to distinguish from the Rhode Island Red are that the New Hampshires are lighter in color, have a heavier comb, and feather out more rapidly. Rapid growth and high egg production also are among the outstanding features of this variety. Standard weight: Cock 7 to 8 lbs.; hen 6 lbs. Color of eggs: Brown.

White Wyandottes

White Wyandottes of the American class mature, perhaps, more quickly than any other breed of their size. They are also splendid winter layers. As they have rose combs, they are very popular where the weather is severe. The Wyandottes are very quiet, gentle birds and these characteristics show up when they are first hatched. A box of Leghorns will be making a big commotion, peeping and scrambling over one another, but a box of Wyandottes, right beside it, will be quiet and behaving beautifully. They are contented and happy wherever they may be. They mature into very profitable birds.

Standard weight: cock $8\frac{1}{2}$ lbs.—hen $6\frac{1}{2}$ lbs.
Color of eggs: brown.



Silver-Laced Wyandottes

Silver Laced Wyandottes are identical with White Wyandottes in every respect except color. They are beautifully marked by a fine penciling at the edge of the feathers which makes them look very unusual. If you want a good all around bird and yet something different looking, try Silver Laced Wyandottes.

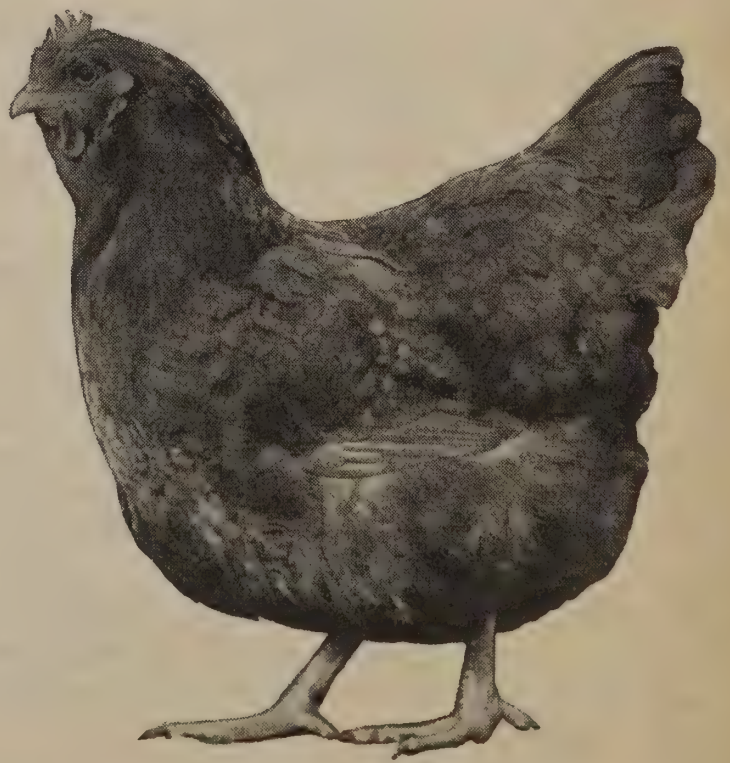
When the baby chicks come to you, they look very much like a Barred Rock baby chick. They have the same general splotching with white but, in addition are silvery gray.

Standard weight: cock $8\frac{1}{2}$ lbs.—hen $6\frac{1}{2}$ lbs.
Color of eggs: brown.

Buff Orpington

Buff Orpingtons are almost in a class by themselves. They are of English origin named for the town of Orpington, Eng. They are large in size and the meat is wonderful for eating. For those who prefer a white-skinned fowl, the Orpington is the bird to select. They are very gentle and quiet, do not become easily excited and are, therefore, good, steady layers. The eggs are brown. The baby chicks are the same beautiful buff color as their parents. The legs and feet are pinkish white in color which distinguishes them when very young from chicks of other buff colored breeds.

Standard weight: cock 10 lbs.—hen 8 lbs.
Color of eggs: brown.



White Rhode Islands

White Rhode Islands are one of the newer breeds and are becoming very popular. This breed is the result of crossing Partridge Cochins, White Wyandottes and White Leghorns. From the Wyandotte they inherit their splendid size being the same weight as a Rhode Island Red. The White Leghorn blood makes them splendid layers. They lay brown eggs and are considered the best layer of the dual purpose class.

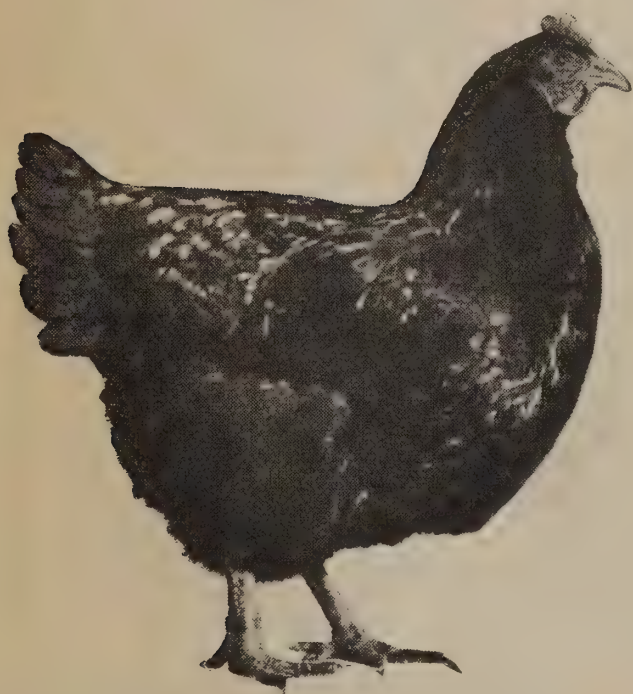
Standard weight: cock 8½ lbs.—hen 6½ lbs.
Color of eggs: generally brown.



Jersey Black Giants

Jersey Black Giants belong to the American class. As their name implies, they are the largest of all the popular breeds. This fact of course makes them fine for table use. They make excellent capons and always bring the highest price for dressed poultry. They lay as well as the average Red and the eggs are large brown-shelled ones. If you want juicy, rich flavored meat, the Jersey Black Giant can not be equalled.

Standard weight: cock 13 lbs.—hen 10 lbs.
Color of eggs: brown.



Jersey White Giants

The Jersey White Giants are similar in size, shape and general characteristics to the Black Giants. The true White Giant originated from white "sports" of the Black Giants. Some breeders cross White Rocks or White Orpingtons with Black Giants, the result being all shapes and sizes. The true White Giant has dark eyes and willow green legs and is of the same size and shape as the Black.

They make excellent market birds and capons and are good winter layers of large brown eggs.

Standard weight: cock 13 lbs.—hen 10 lbs.
Color of eggs: brown.





Black Minorcas

Black Minorcas, the other member of the Mediterranean class, have a reputation of laying extra large white eggs. The Minorcas are the largest birds of this class which makes them very popular. While they do not mature as rapidly as the lighter breeds, they are of profitable size to market when they *have* matured. The Minorcas are single comb. The baby chicks are a glossy black.

Standard weight: cock 9 lbs.—hen 7½ lbs. Color of eggs: white.

White Minorcas

White Minorcas are becoming very rapidly an exceedingly popular bird. The reason is that Minorcas are of the egg class but, at the same time, have the size and weight that can be marketed at high profit. The white feathers are preferred more than the black when marketing and thus, White Minorcas bring top price. White Minorcas are larger than White Leghorns but, because the feathers are close to the body, they do not look as large as they really are. They have longer bodies than the Leghorns and have almost white legs, while the Leghorns are yellow. They are very tame and easy to handle. White Minorcas are a very wise choice.

Standard weight: cock 8 lbs.—hen 6½ lbs. Color of eggs: white.



Buff Minorcas

Buff Minorcas have all of the same characteristics as the Black Minorcas. The only difference in these two varieties is, as the names indicate, in color. Buff Minorcas are a newer breed than the Black. Although the Buffs have been considered standard for over 20 years, the last 3 or 4 years have seen a big increase in their popularity. Many folks who had in the past raised Black Minorcas were attracted by the beautiful golden-buff color of the Buff Minorcas. The splendid uniform shade together with the fact that Minorcas lay such a large chalk white egg, has been the cause of the increased popularity of this breed.

Standard weight: cock 9 lbs.; hen 7½ lbs. Color of eggs: White.



Light Brahmas

Light Brahmas of the Asiatic class are one of the oldest breeds of chickens. The name is very misleading. They are light in *color* only being white with black markings on neck, tail and leg feathers. They are one of the heaviest breeds we have and make excellent capons. They lay brown-shelled eggs. The baby chicks are cream colored but can very easily be distinguished because of the unusually large size and the tiny feathers down their legs which are still in evidence in the mature bird.

Standard weight: cock 12 lbs.—hen 9½ lbs.
Color of eggs: brown.

Anconas

Anconas are another member of the Mediterranean class and, like the others of their class are wonderful layers of large white eggs. Although they originated in Italy, which we think of as a warm and sunny climate, they came, however from the mountainous section which explains their ability to withstand our cold winters. Because of their small size, they take less feed than an average bird and thus yield good profits. The Ancona is a beautiful greenish black with white tipping on many of the feathers. They are really handsome birds. The baby chicks have black backs and are splotched freely with cream color about the head and under body.

Standard weight: cock 5½ lbs.—hen 4 lbs. Color of eggs: white.



White Pekin Ducks

The White Pekin Ducks or Mammoth Pekin Ducks as they are generally called are the most popular of all Ducks raised. The hardiness of this breed is remarkable and they grow just like “weeds.” Pekins are used in producing “green” ducks which are ducklings that have been grown rapidly and marketed at from 8 to 12 weeks of age at the weight of 4½ to 7 lbs. apiece.

The plumage of the Pekin is creamy white. The body is long, broad and deep. They have yellow skin with reddish orange legs and feet. Pekins are splendid layers. This is especially true when they are raised in small flocks.

Standard weight: Drake 9 lbs.; ducks 8 lbs.
Color of eggs: white.

Chart of Chick and Poultry Ailments, Their Symptoms and Treatment

Bacillary White Diarrhea. Symptoms—emaciation, rough feathers, whitish or creamy discharge, pasting up behind. Near the end—motionless, eyes closed, laying on side with outstretched wings. Little hope for cure in advanced stages. Buy chicks only from flocks which have been blood-tested. Use Jim Brown Chick Intestinal Astringent Tablets in all drinking water until chicks are eight weeks old. They aid against the spread of B.W.D.

Bronchitis, Brooder Pneumonia, Pox, Croup, Diphtheria, Influenza, Pip, Pneumonia, Roup. Symptoms—Difficult breathing, running at the nostrils, sore and swollen eyes, cankers in mouth—any sign that looks like a bad cold. **CHICKS**—use Chick Vapor Inhalant as directed on label. **ADULTS**—Spray flock liberally with Poultry Vapor Mist. In both cases always use Jim Brown Poultry Tablets in drinking water.

Cannibalism. Symptoms—Feather Pulling, Toe Picking, Vent Picking, Wounds. Caused by unbalanced ration, idleness, over-crowding, etc. Isolate injured birds; use End-Pick Ointment liberally on all wounds.

Cholera. Symptoms—Yellowish droppings turning to bright green in final stages; thirst; pale face and comb. Generally fatal. Aid in preventing spread by using Jim Brown Chick Intestinal Astringent Tablets in all drinking water until chicks are eight weeks old.

Coccidiosis. Symptoms—Yellow diarrhea. Head is scarlet red in early stages. Death generally results. Disinfect with Jim Brown Spray Disinfectant. Lime the ground and roosting places. Change run if possible. Isolate the sick. Use Chick Intestinal Astringent Tablets to aid in defeating further spread. Also use Jim Brown Poultry Tonic to build up resistance.

Constipation. Symptoms—hard dry droppings. Caused by lack of green feed or over-feeding. Give one tablespoonful of Epsom Salts in each gallon of drinking water for one day.

Diarrhea, Dysentery, Enteritis, etc. Symptoms—Loose bowel movements, pasting up behind due to eating decayed food, etc. Use Chick Intestinal Astringent Tablets in drinking water. Double the dose for adult fowls.

External Parasites—Lice, Depluming Scabies, Fleas, Red Mites, Scaly Leg. Symptoms—Loss of vigor, poor appetite, few eggs; restlessness at night, emaciation. Treat with Chicken Louse Liquid—for lice apply to bird; for mites spray premises.

How To Raise and Care For Baby Chicks

Fowl Typhoid. Symptoms—Soft and yellowish or greenish dropping; fever; loss of appetite. Acute cases die in several hours after comb and wattles turn dark. An infectious disease—therefore keep everything sanitary. Aid in preventing spread by using Jim Brown Spray Disinfectant liberally and Chick Intestinal Astringent Tablets in all drinking water.

Gape Worms. Symptoms—when chicks gape, cough and sneeze look for Gape Worms as well as roup and head colds. Gape Worms attach to the inner surface of the windpipe. Make a loop at the end of a horse hair, snare the worms and withdraw. There is no medicine to be used against Gape Worms.

Leg Weakness. Symptoms—Wobbly legs or inability to stand. Caused by lack of sunshine, forced feeding, unbalanced diet or lack of sufficient minerals in the feed. Give more grit. Provide sunshine or cod-liver oil (2 pounds to 98 pounds of mash) or 1 or 2 drops from a medicine dropper to each chick.

Limberneck. Symptoms—Head hangs down between feet. When head is turned backwards it is called Wry Neck. Sometimes caused by worms and again by eating maggots, decayed flesh, etc. Purge with Epsom Salts (2 tablespoonfuls to a gallon of water) and use Jim Brown Poultry Tonic in the feed.

Salt Poisoning. Symptoms—Convulsions, prostration. Salt is needed. Too much salt is a fatal poison to chicks. The safe proportion is $\frac{1}{2}$ pound of salt to 99 $\frac{1}{2}$ pounds of the finished mash. Iodized salt is best. Milk may be helpful in salt poisoning cases.

Slow growth, poor laying, low vitality, long molt; birds convalescing from sickness; malnutrition. Symptoms—Flock does not look or act right; does not progress. Needs stimulating. Feed Poultry Tonic in regular mash; feed for 10 days—only one teaspoonful to each 20 adults.

Soft Shelled Eggs—Shell-less or “rubbery” eggs. Balance ration with more Calcium (lime); supply grit and oyster shell.

Tuberculosis. Paleness, dullness. Posting shows white or yellow tumors on the internal organs, especially the liver. No treatment. Market the flock, clean up and start over.

Worms—Large Round Worms, Tape Worms, Pin Worms. Symptoms—Run down, droopy, rough appearance; slow growth; few eggs; sometimes limberneck. Use Nicotine Kamala Tablets— $\frac{1}{2}$ tablet for pullets; 1 tablet for adults. Worm pullets 8 to 10 weeks; adults twice yearly.

Sanitation and Disinfection are vitally important to prevent disease. Keep all premises, feeding utensils, incubators, brooders, etc., clean. Spray thoroughly and often with Spray Disinfectant. Can be used in brooders, on growing stock.

WHEN IN DOUBT



BECAUSE we want you to make more money from your Jim Brown chicks than you have ever made before, we are placing as near to you as your mail box our Baby Chick Service Department.

Write your question or questions, addressed to Mrs. Canfield, our Baby Chick Expert, and drop it in your mail box. Your answer will come back in plain language that is practical and helpful to you. This department was planned for you. We do not know of anyone else that is equipped to give you such service. And we will do this for you absolutely free of charge.

Whether you want to know what breed to buy—how much equipment you will need—or what to do in any emergency, in fact, anything you want to know about Baby Chicks just “ask Mrs. Canfield.” We sincerely hope that you will take advantage of this free service.

BIGGEST AND BEST

“I have been ordering Baby Chicks from you for 2 or 3 years and I have always got the best service. Your chicks are the strongest and are true to type. The first bunch I got from you I never lost one and I sold every one of my cockerels for breeders.”

Mrs. Perry Robinson,
Mason, Ky.

WONDERFUL VITALITY

“I ordered 100 Mottled Anconas from you. So far, I have only lost 3. They were certainly a wonderful bunch of chicks. If I can, I am planning to have 500 another year.”

Gladen Sisco,
Hancock, Vt.

BEST CHICKS IN TOWN

“I just HAD to sit down and say a few words about my White Wyandottes. I may be “green” at the game, but I have the best chicks in Vassalboro, so everyone says. Your little book has been a great help to me. I’ve only lost 5 out of 101. They were 6 weeks old yesterday and are all feathered out.”

Mrs. Irene Thompson,
Vassalboro, Maine.

HIS WIFE KNOWS CHICKS

“Say, Jim, please send me prices on chicks. Those I got from you last year grew so fast my wife won’t have any others. Got 8 or 9 chicken books but she wants yours.”

G. W. Holden,
Austin, Texas.

FINEST CHICKS

“The White Giant chicks received from you last May are the finest I have ever had. They started to lay at 4½ months.”

Walter Taylor,
Newtonville, N. J.

Here's
What
They
Say
About
Jim
Brown
Baby
Chicks

"ASK MRS. CANFIELD"

Poultry has proved to be a money-maker. Eggs and broilers bring better prices than any other farm product in proportion to their cost. Don't "Keep Chickens," let your chickens "Keep You." That cannot be done by economizing in the wrong places, as for instance, on feed; but by a careful study and a knowledge of how to raise your chicks; then, putting your whole heart into doing the **work**.



The work is going to be done by you but we want to help you by suggesting the easiest, simplest and yet the very best way of doing it. That is Mrs. Canfield's big job — helping you. So, with Mrs. Canfield's assistance, we know that your Jim Brown chicks this year are going to **make more money** for you.

FAST GROWERS

"A few words of appreciation concerning my baby chicks. They had the appearance of chicks two weeks old. I have had them a week and the neighbors are surprised to see how they have grown. All the chicks I order from now on will be from Jim Brown."

Goldie Wilson,
Olive Hall, Ky.

98% LIVABILITY

"I am enclosing an order for 200 baby chicks. This is the fifth consecutive year I have ordered my chicks from you. The reason is that you have always lived up to your word. Last year I had a 98% livability in my chicks."

C. W. Sams,
Huntington, W. Va.

FAST GROWING DUCK- LINGS

"I am very much pleased with the ducklings I bought from you. I raised every one of them, and they are ready for market now. All the neighbors around here ask where I bought the ducks."

Fred E. Goleates,
Canandaigua, N. Y.

CAN'T BE BEAT

"I received 308 English White Leghorns on the 2nd of April. I lost 8 and got 150 of the best pullets I ever raised. I got the first egg on Aug. 9th; today, the 13th, I got 4. People around here say they never heard of pullets laying at 4 months. They can't be beat."

John Shakeshaft,
Churchville, N. Y.

WELL SATISFIED

"I will want Buff Leghorns, single comb. I raised them last year and am very well satisfied. I got one hundred about the 15th of May and I raised 94; and I have 52 pullets and they started to lay last Fall and they are still laying. The cold weather didn't affect them a bit."

Ida R. Scoles,
Loudonville, O.

I Get
Hundreds
of Letters
Like
These
Every
Year!

Seven Important Rules For Chick Raisers

1. You must have sanitation in the brooder house and grounds.
2. Sufficient room is necessary to avoid crowding and to keep the chicks comfortable.
3. Feed wisely; not too much nor too little. Keep them hungry enough to be active.
4. Keep temperature as constant as possible. Chicks must be warm and dry.
5. Get chicks Out-of-Doors as soon as possible; until that time give Cod-Liver-Oil.
6. Prevent disease; then you won't have to cure it.
7. Remember, the first three weeks are the vital period in a chick's life. Use common sense and your reward will be success.

Sometimes, no matter what you do, no matter how improperly you feed and brood them or abuse them, your chicks still might live and thrive.

But, when they do, remember this—it probably will *never* happen again. Just because you were successful *once* in raising a batch of chicks, even though wrong methods were used, don't think you were right. Don't close your eyes and ears to methods which have proved most successful, with most people, under most conditions.



Pure Bred Stock, a Real Satisfaction

Save YOUR CHICKS and POULTRY with Jim Brown Remedies

RECOMMENDED BY MRS. CANFIELD

So that Mrs. Canfield can be of greater service she has carefully selected a line of remedies to aid in conquering the various ailments that come to flocks regardless of scientific breeding and careful feeding and handling. She recommends them highly. They are compounded by a pharmaceutical house with 53 years' experience. The remedies are worthy of the trust and confidence of every Jim Brown chick buyer. All prices postage paid.

CHICK TABLETS (Intestinal — Astringent)

Contaminated drinking water spreads B.W.D., Coccidiosis, Dysentery, Diarrhea, Cholera, Enteritis, Fowl Typhoid and other intestinal disturbances. Use only one tablet in each gallon of drinking water until chicks are eight weeks old. 100% active ingredients — no filler, no waste. Cut chick losses from bowel disturbances. Costs less than 1/2 cent per gallon for this protection. Cat. No. 7-2001.

100 Tablets, postpaid... 49c

POULTRY TABLETS (Antiseptic)

Protection against the spread of roup, catarrh, flu, bronchitis, pox, croup, diphtheria, pneumonia and other respiratory contagions through the drinking water. Insures every bird getting a drink of pure water. At the very first sign of head colds use Jim Brown Antiseptic Tablets to check contagion in both chick and adult flocks. Cat. No. 7-2011.

100 Tablets, postpaid... 98c

CHICKEN LOUSE LIQUID

Lousy hens are lazy layers. Treat birds individually for lice and spray houses regularly for red mites. Stays where you put it on the bird. Cannot be shaken off like powder. One tablespoonful mixed in one pint of cheap oil is enough to spot treat 200 hens with an ordinary oil can. Used as a spray for red mites in hen houses.

Cat. No. 7-2022—4 oz. Bottle, postpaid (makes 1 gal.; treats 1500 birds).....98c

END PICK OINTMENT

Stop cannibalism, feather pulling, vent picking that results in entirely disemboweling helpless chicks. At the very first sign of injury and blood apply immediately. Looks like blood but taste is very bitter. One taste is enough to stop chicks and older birds pecking again at anything that looks like blood. Apply liberally over affected parts. One treatment is generally enough. Cat. No. 7-2003.

4 oz. Tin, postpaid.....49c

NICOTINE KAMALA TABLETS

Jim Brown Nicotine Kamala Tablets contain the exact amount of NICOTINE (not Nicotine Sulphate 40%) for round worms and Genuine Kamala for tape worms as recommended by the country's foremost poultry authorities.

These are released in separate doses, although both medicines are in the same tablet. Also contains Calomel and a purge for forcing out the destroyed worms. 1/2 tablet is enough for pullets up to 2 lbs. One complete tablet for older birds. Cat. No. 7-2015.

100 Tablets, postpaid.... 98c

POULTRY TONIC

A tonic, appetizer, conditioner, blood builder—ideal from baby chick stage to producing hens. It is concentrated—only 1/2 teaspoonful, mixed with your mash, is used for 20 adult birds per feeding (one-half this amount for chicks). Feed it only 8 to 10 days whenever needed—not continuously. 1/2 pound is enough to mix with 200 pounds of mash—enough for an 8 day treatment of 100 adult birds or 200 growing chicks.

Cat. No. 7-2014.

1/2 lb. postpaid.....79c

CHICK VAPOR INHALANT

Chicks may get Bronchitis, Brooder Pneumonia, Catarrh, Croup, Diphtheria, Influenza, Pneumonia or Roup in damp, chilly weather. 1/2 teaspoonful (enough for 8 ft. brooder house) of Jim Brown Chick Vapor inhalant on top of a quart of boiling water (or a hot brick or stone) clears breathing passages.

Cat. No. 7-2002.

Bottle (64 treatments) postpaid98c

POULTRY VAPOR MIST

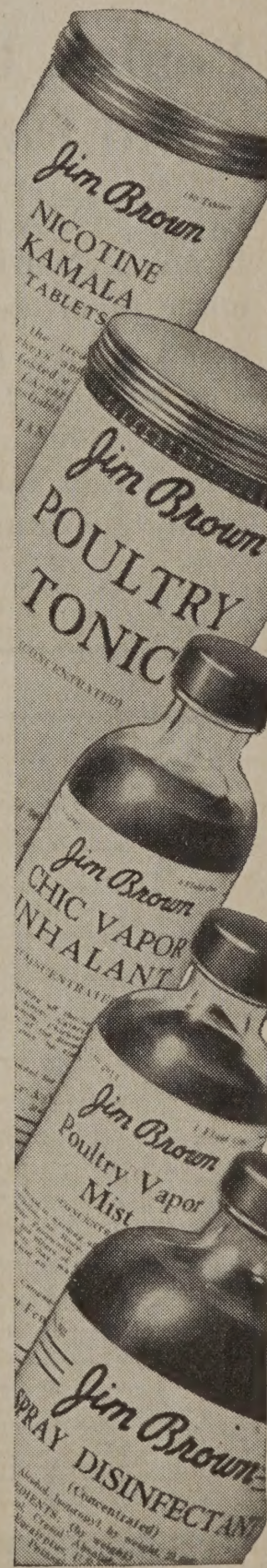
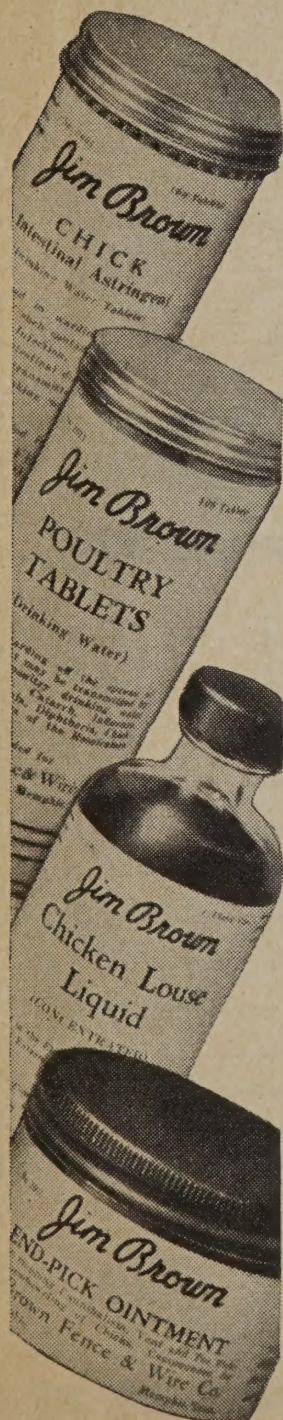
Spray with Jim Brown Poultry Vapor Mist at the very first sign of swollen eyes, sneezing or discharge from nostrils. Only one tablespoonful mixed in one pint of ordinary cheap oil makes a pint of spray. Sprayed directly on the heads of birds. One bottle makes more than a gallon of spray.

Cat. No. 7-2013 — Per Bottle, postpaid (makes 1 gal. Powerful Spray).....98c

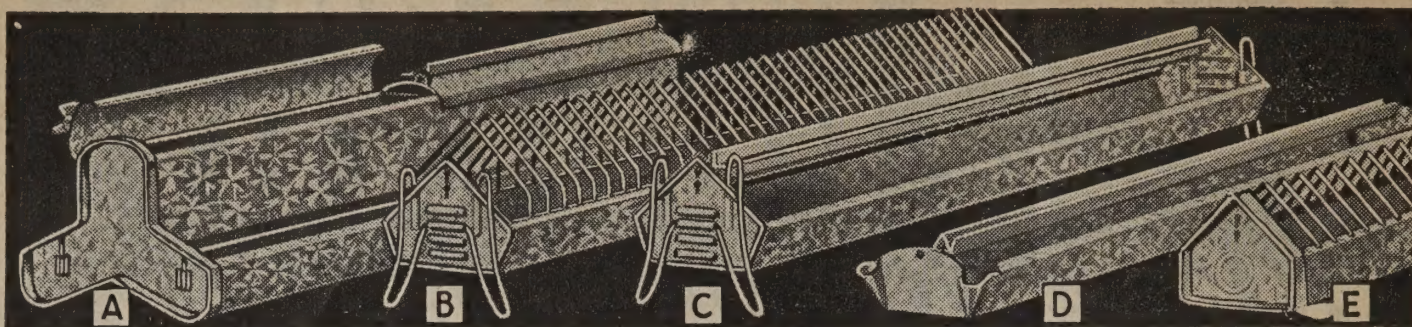
SPRAY DISINFECTANT

A fast acting disinfectant, bactericide, antiseptic, germicide and deodorant that aids in killing disease spreading germs. 1 pint of this powerful germicide, mixed in 5 gallons of water, makes 5 gallons of powerful spray. Cat. No. 7-2021—1 pt. Bottle, postpaid (makes 5 gals. Powerful Spray).....\$1.49

ALL POULTRY REMEDIES ARE SHIPPED POSTPAID



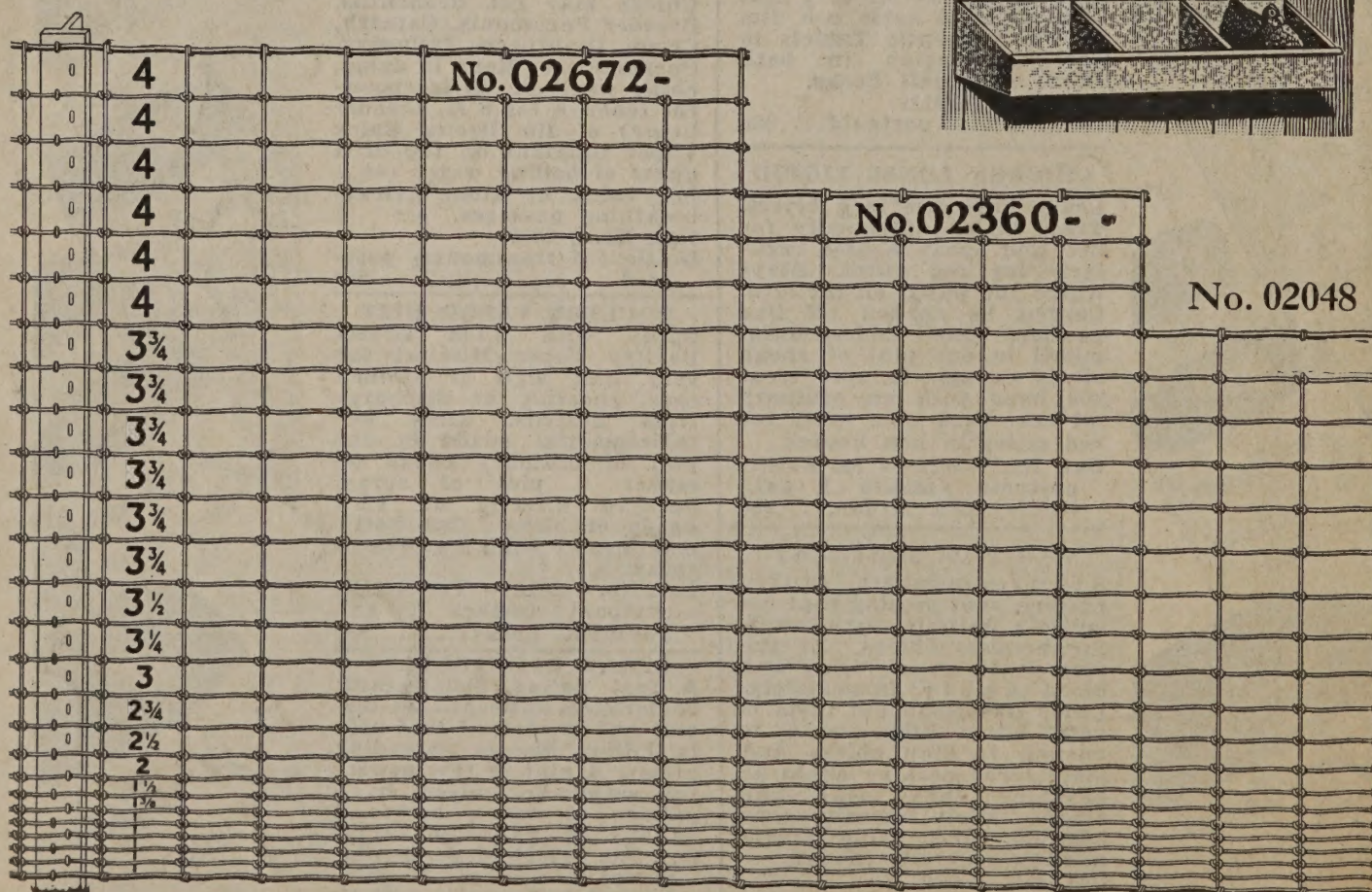
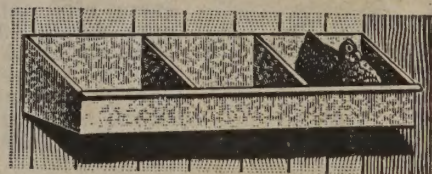
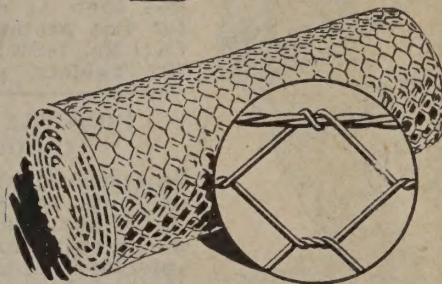
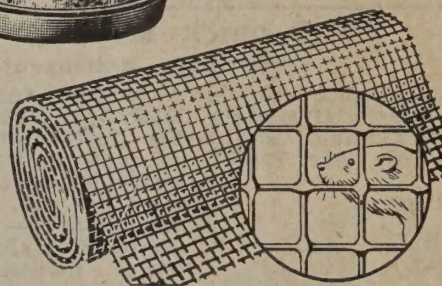
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